

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer describes about the promotion, purpose of promotion, kinds of promotion, Pagaralam city, Sport tourism, definition of tourism, kinds of tourism, aspect of tourism and system of tourism.

2.1 Promotion

Lewis states that (1990:51), studying the promotion means communication between the company and the target market to increase the embodiment product or service mix is communication that determines or monitor consumer expectations, or persuade consumers to buy.

According Webster's illustrated dictionary in Yoeti (2006:281), promotional activities is essentially nothing but a process of how a company conveying the message or information to target market about the different kinds of products on offer at competitive prices and sell at a place or a strategic location, easy to reach consumers by coaxing the hope that target market wants or is willing to make a purchase.

According Hadi Noto (1996:32), promotion is a plan to introduce the attractions on offer and how attractions can be visited, for the planning, promotion is an important part. According to Alma (2006:179), promotion is a kind of communication that provides explanations and convinces potential consumers about goods and services with the goal to get attention, to educate, to remind and convince potential customers. Next Marpaung (2002:103), states that promotion is an effort conducted to accommodate the tourism product with the tourist demand, so that the product become more interesting. According to Sary (2008:11), tourism promotion is divided into two kinds as follows:

1. Direct Promotion

The ways that usually used in this promotion are display such as (traditional house, costume, and pictures), printed media (prospectors, leaflet, folder, booklet, and brochure, exhibitions and presents.

2. Indirect Promotion

The ways that are used in this promotion are:

- a. Giving information through printed media.
- b. Publication in some magazines in the company (travel agent or tour Travel Company) area.
- c. Visiting the company (travel agent or tour Travel Company).
- d. Meeting with other companies to get some information.
- e. Workshop
- f. Inviting some employees of company to visit tourism destination

According definition above it can be concluded that promotion is the process of delivering the company's product to the target market information about the products offered by persuading consumers to buy.

2.2 Purpose of promotion

To increase more informed sales about what and how a product that prioritizes the promotion activities to share information share and increase sales by slightly apart separated. Promotion purposes in general are as follows Yoeti (2006:281): explain as follows:

1. Raising consumer awareness of the BPW and products offered to the people
2. Grouping the products and services offered by products similar products offered by competitors BPW.
3. Expressing the target information to the market about the benefits the product and services on offer.
4. Creating and maintaining the image and reputation so as to give a positive impression of the products on offer.

2.3 Kinds of Promotion

According to Kotler (2005:264), there are five kinds of promotion. They are Advertising, Sales promotion, Public relation, Personal selling, and Direct marketing.

1. Advertising is all non-personal presentation, promotional ideas, the promotion of products or services in a particular sponsor being paid.

According to Freddy Rangkuti (2009:23) advertising divided into three kinds they are Print media, electronic media and outdoor media.

A. Print Media.

Print media are newspaper, magazine, brochure, leaflet, direct mail and booklet.

B. Electronic media

Electronic media consists of audio and audio-visual of media. Media audio is a media that can only be heard in this case the radio and audio media phone is more widely used is because advertising on the radio is relatively cheap of media. In addition, because of its audio is not required special skill to convey the message as well as conveyed in the print of media that requires the skills to understand the message. Audio-visual media is a media that can be seen and heard. In this case that is included in the audio-visual of media are television, internet and cinema. This media is relatively expensive so it is really necessary skills and proficiency in the delivery process. This media is quite effective because it can cause the imagination of the consumer products and also do not have to have special skills in understanding the message.

C. Outdoor media

Outdoor media are Billboard, Signboard, *Umbul-umbul* and Sticker.

2. Sales promotion is a form of promotion that is personalized with an oral presentation in a conversation with a prospective buyer who intended to stimulate the purchase

3. Public relations are a variety of programs to promote and / or protect citra company or individual product
4. Personal selling is direct interaction with potential buyers to make a presentation, answered immediately and receive orders
5. Direct marketing is the use of mail, telephone, facsimile, online channels such as internet, email and other non-personal interfaces to communicate directly or get direct feedback from certain customers and prospective customers.

1.4 Definition of Tourism

According Chafid fandeli (1995: 47), tourism is temporary displacement of people to destinations outside the workplace and a place to stay the next day, with activities and facilities used her intended to meet the wants and its needs. While Marpaung (2002: 35), definition Tourism is Recreational activities conducted outside the home that took more than 24 hours as a family visit outside of the city for 2 days Pendit says (1995:35), Tourism is one kind of new industry is able to generate rapid economic growth in the provision of employment, increases in income, living standards and stimulate other sectors sector productivity. Based on all definition Tourism is temporary displacement of people to destinations outside the workplace tourism are than 24 hours and as an industry that generates employment.

2.5 Kinds of Tourism.

According to (Hari, 1997: 17), there are 7 kinds of tourism based on the motive of travel destination. They are culture tourism, medical tourism, sport tourism, commercial tourism, Industry Tourism, Nature reserve Tourism, Pilgrim Tourism. The definitions are as follow:

1) Culture Tourism

Tourism with the purpose studies the customs, culture, way of life and habits of the people of the region or country visit. Included in this type of tourism is to follow the cultural missions abroad, or to witness the festival of art and other cultural activities.

2) Medical Tourism

Tourism with the purpose of recover from an illness or to restore physical fitness and health tour rohani.obyek is the resting place, hot springs, mineral water sources and other facilities that allows a traveler can rest while traveling.

3) Sport Tourism

Sport tourism is the tourism with the aim to participate in sports, for example the Olympic Games, Sea games.

4) Commercial Tourism

Tourism with the purpose of commercial or trade, they are visiting the trade show, industry exhibits, fairs, and exhibitions of handicrafts.

5) Industry Tourism

A journey that is done by a group of students or students to visit a big industry to study or research industry, for instance the group of students and students who visit to see industry IPTN aircraft.

6) Nature reserve Tourism

Type this tourism is a visit to a nature reserve area, in addition to visiting the rare animal or plant species too for the purpose of a breath of fresh air and enjoy the natural beauty. Attraction of this type is the Bogor botanical gardens, national parks, etc.

7) Pilgrim Tourism

Tourism pilgrim is done either individually or group visited a sacred place, the tomb of a saint or a famous person and eminent leaders. Her goal is to get the blessing, blessing, happiness and peace.

2.6 Aspects of Tourism

According to Khoirun (2015:13), there are four mean of aspects of tourism.

1. Attraction

Attractions are the main products of a destination, attraction related to what to see and what to do. Things can be the beauty and uniqueness of nature, local culture, heritage of historic buildings, as well as attractions such artificial means of games and entertainment

2. Accessibility.

Accessibility means an infrastructure to get to the destination. Access roads, availability of transport and road signs the pointer signs an important aspect for a destination. Many regions in Indonesia which has a natural beauty and cultural fit for sale to tourists, but do not have good accessibility, so when introduced and sold, not more travelers are interested to visit.

3. Amenity

Amenities are all the support facilities that can comfort and desires tourists at while in destination. Amenities are related to the availability of accommodation facilities to stay as well as a restaurant or a shop to eat and drink. The other needs that may be needed by tourists, such as public toilets, rest areas, car parks, health clinics, and pray of facilities.

4. Ancillary

Ancillary related to the availability of an organization or the person who takes care of these destinations. This is important because although the destination already has attractions, accessibility and amenities well, but if nothing is set and then take care of his future will definitely be dormant

2.7 System of Tourism

According Hadi Noto (1996:32), tourism system consists of 5 types. They are tourism attraction, promotion, facilities and service, origin of tourist and transportation.

1. Tourism attractions

Attractions are tourist attraction vacation. Attractions identified (natural resources, human resources and culture, and etc.)

2. Promotion

Promotion is a plan to introduce the attractions and how attractions can be visited, for the planning, promotion is an important part.

3. The facilities and services

This section is dominated by the private sector. The decision on the plan in this section is on the private sector.

4. Origin of Tourist

This section is very important, for planning Although are not in need of a complete and in-depth research, but information on behavioral trends, desires, needs, origin, motivation and others.

5. Transportation.

The opinions and desires of tourists are different from the opinions of transportation suppliers. Transportation has a big impact on volume and location of tourism development.

2.8 Sport tourism

According to Pendit (1999:43), sports tourism intended to take an active part in the Games in a place or country such as ASEAN Games, Olympics, Thomas cup, and others. types of sports that are included in this type of sport tourism is not classified in the Games or other games of hunting, swimming and a variety of sports in the water or in the mountains. Hari (1997:17), states that Sports tourism is tourism for person who is traveling with the purpose to participate in sports, for example the Olympic Games, Sea games. According to Yoeti (1996:124), Sports tourism is the journey of people whose purpose to see or watch a sporting event in a place or a

particular country, such as the Olympics, boxing or football games or participates in the activity itself. According to Ismayanti (2010:156), Sports tourism is sports activities combined with tourism can be shaped like a golf tours, surfing can be either active sports or tourist-exercise body work and can be a passive sport, sports lovers and connoisseurs of the sport, Sports tourism in Indonesia there are two forms of the modern sport tourism, and traditional sports tourism. According to Spillane (1987:30), sport tourism can be divided into two parts. First part is big sport events. Big sport events such as Olympic Games, world Skiing event, world boxing event, and other sport events that not only attracts athletes themselves but also attract thousands people to watch or support the athletes. The second is sporting tourism of the practitioners. It is sport tourism that can do by the people to train and practice by themselves such as Climbing Mountain, riding horse, hunting, fishing and etc. Based on the definitions above it can be conclude that Sports tourism is tourism for people who travel for sport purpose or competitions.

2.9 Pagaram City

According to Culture and Tourism Office of South Sumatera Province (2016), the city of Pagaram is an extension from its status as an administrative city and formerly under an auspice of regency. Decreed in accordance to the Law 8/2001, Pagaram consists of five districts; they are North Pagaram District, South Pagaram District, South Dempo District, North Dempo District and Center Dempo District.

With 63.336 hectare area with population of 131.573 people and most of them are Moslems.

The city has a cool climate with an average temperature around 26 Celsius with coffe, tea and cash crops as its main resources. Besides for local consumption, Pagaram main products are also for export.

There are many historical remnants and reliefs from prehistoric periods thousands of years ago around the city of Pagaralam, which are very attractive for archaeologist to study and research. The Dempo mount (3,159 M) 9 KM from Pagaralam, is the highest mountain in South Sumatra. On its slopes there are many tea plantations especially for export.